

Rep Order# 6848294 Ver# 1 Status New Traffic Order# Printed: 08/31/2012 9:38 AM 1 of 5

EC'd Yes Last Received: 08/31/2012 7:51 AM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm) PHILADELPHIA
Advertiser () CROSSROADS GPS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office ()
Product Crossroads GPS ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 750 Agency C/P1/P2/E 12/11/750
Buyer Stephanie Maroney Flight Dates 10/30/2012 - 11/05/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

-- CONTRACT COMMENT --

SC=*

-- REMARKS --

THIS IS A NEW CONTRACT
TOTAL 37,925
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	2	W	5A-6A	WAVY NEWS-5A	:30	\$700.00	10/31-10/31	1	1	1	\$700.00	
	3	TH	5A-6A	WAVY NEWS-5A	:30	\$700.00	11/01-11/01	1	1	1	\$700.00	
	4	F	5A-6A	WAVY NEWS-5A	:30	\$700.00	11/02-11/02	1	1	1	\$700.00	
	16	TU	430A-5A	WAVY NEWS-430A<	:30	\$200.00	10/30-10/30	1	1	1	\$200.00	
	17	W	430A-5A	WAVY NEWS-430A<	:30	\$200.00	10/31-10/31	1	1	1	\$200.00	
	18	TH	430A-5A	WAVY NEWS-430A<	:30	\$200.00	11/01-11/01	1	1	1	\$200.00	
	21	SA	6A-7A	WAVY NWS SAT6A	:30	\$500.00	11/03-11/03	1	1	1	\$500.00	
	22	SA	7A-8A	WAVY NWS SAT7A	:30	\$800.00	11/03-11/03	1	1	1	\$800.00	
	23	SU	6A-7A	WAVY NWS SUN6A	:30	\$500.00	11/04-11/04	1	1	1	\$500.00	
	24	SU	7A-8A	WAVY NWS SUN7A	:30	\$800.00	11/04-11/04	1	1	1	\$800.00	
	25	SU	8A-9A	SUN TODAY-NBC	:30	\$1,200.00	11/04-11/04	1	1	1	\$1,200.00	

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Hiatus Weeks

Rep Firm
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Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	26	TU	9A-10A	TODAY SHW2-NBC	:30	\$500.00	10/30-10/30	1	1	1	\$500.00	
	27	W	9A-10A	TODAY SHW2-NBC	:30	\$500.00	10/31-10/31	1	1	1	\$500.00	
	28	TH	9A-10A	TODAY SHW2-NBC	:30	\$500.00	11/01-11/01	1	1	1	\$500.00	
	29	F	9A-10A	TODAY SHW2-NBC	:30	\$500.00	11/02-11/02	1	1	1	\$500.00	
	30	M	9A-10A	TODAY SHW2-NBC	:30	\$500.00	11/05-11/05	1	1	1	\$500.00	
	31	TU	10A-11A	TODAY SHW3-NBC	:30	\$400.00	10/30-10/30	1	1	1	\$400.00	
	32	W	10A-11A	TODAY SHW3-NBC	:30	\$400.00	10/31-10/31	1	1	1	\$400.00	
	33	TH	10A-11A	TODAY SHW3-NBC	:30	\$400.00	11/01-11/01	1	1	1	\$400.00	
	34	F	10A-11A	TODAY SHW3-NBC	:30	\$400.00	11/02-11/02	1	1	1	\$400.00	
	35	M	10A-11A	TODAY SHW3-NBC	:30	\$400.00	11/05-11/05	1	1	1	\$400.00	
	36	TU	12P-1P	WAVY NEWS10-NN<	:30	\$300.00	10/30-10/30	1	1	1	\$300.00	
	37	W	12P-1P	WAVY NEWS10-NN<	:30	\$300.00	10/31-10/31	1	1	1	\$300.00	
	38	TH	12P-1P	WAVY NEWS10-NN<	:30	\$300.00	11/01-11/01	1	1	1	\$300.00	
	39	F	12P-1P	WAVY NEWS10-NN<	:30	\$300.00	11/02-11/02	1	1	1	\$300.00	
	40	M	12P-1P	WAVY NEWS10-NN<	:30	\$300.00	11/05-11/05	1	1	1	\$300.00	
	41	TU	1P-2P	DAYS-OUR LIVES	:30	\$500.00	10/30-10/30	1	1	1	\$500.00	
	42	W	1P-2P	DAYS-OUR LIVES	:30	\$500.00	10/31-10/31	1	1	1	\$500.00	

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Salesperson Phone# 215-567-6005
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	44	F	1P-2P	DAYS-OUR LIVES	:30	\$500.00	11/02-11/02	1	1	1	\$500.00	
	45	M	1P-2P	DAYS-OUR LIVES	:30	\$500.00	11/05-11/05	1	1	1	\$500.00	
	46	TU	2P-3P	DOCTORS<	:30	\$200.00	10/30-10/30	1	1	1	\$200.00	
	47	W	2P-3P	DOCTORS<	:30	\$200.00	10/31-10/31	1	1	1	\$200.00	
	48	TH	2P-3P	DOCTORS<	:30	\$200.00	11/01-11/01	1	1	1	\$200.00	
	49	F	2P-3P	DOCTORS<	:30	\$200.00	11/02-11/02	1	1	1	\$200.00	
	50	M	2P-3P	DOCTORS<	:30	\$200.00	11/05-11/05	1	1	1	\$200.00	
	51	TU	3P-4P	MAURY POVICH<	:30	\$450.00	10/30-10/30	1	1	1	\$450.00	
	53	TH	3P-4P	MAURY POVICH<	:30	\$450.00	11/01-11/01	1	1	1	\$450.00	
	54	F	3P-4P	MAURY POVICH<	:30	\$450.00	11/02-11/02	1	1	1	\$450.00	
	55	M	3P-4P	MAURY POVICH<	:30	\$450.00	11/05-11/05	1	1	1	\$450.00	
	56	TU	4P-5P	ANDERSON<	:30	\$500.00	10/30-10/30	1	1	1	\$500.00	
	57	W	4P-5P	ANDERSON<	:30	\$500.00	10/31-10/31	1	1	1	\$500.00	
	58	TH	4P-5P	ANDERSON<	:30	\$500.00	11/01-11/01	1	1	1	\$500.00	
	59	F	4P-5P	ANDERSON<	:30	\$500.00	11/02-11/02	1	1	1	\$500.00	
	60	M	4P-5P	ANDERSON<	:30	\$500.00	11/05-11/05	1	1	1	\$500.00	

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	62	W	5P-530P	WAVY NEWS10-5<	:30	\$1,500.00	10/31-10/31	1	1	1	\$1,500.00	
	64	F	5P-530P	WAVY NEWS10-5<	:30	\$1,500.00	11/02-11/02	1	1	1	\$1,500.00	
	66	TU	530P-6P	WAVY10NWS-5.30<	:30	\$1,500.00	10/30-10/30	1	1	1	\$1,500.00	
	68	TH	530P-6P	WAVY10NWS-5.30<	:30	\$1,500.00	11/01-11/01	1	1	1	\$1,500.00	
	70	M	530P-6P	WAVY10NWS-5.30<	:30	\$1,500.00	11/05-11/05	1	1	1	\$1,500.00	
	77	W	730P-8P	ACCESS HOLLYWOOD	:30	\$1,500.00	10/31-10/31	1	1	1	\$1,500.00	
	79	F	730P-8P	ACCESS HOLLYWOOD	:30	\$1,500.00	11/02-11/02	1	1	1	\$1,500.00	
	86	SA	11P-1130P	WAVY NEWS10-11	:30	\$2,000.00	11/03-11/03	1	1	1	\$2,000.00	
	87	SU	1130P-12A	SUNDAY LATE NEWS	:30	\$2,000.00	11/04-11/04	1	1	1	\$2,000.00	
	88	TU	1135P-1235A	TONITE SHW-NBC<	:30	\$500.00	10/30-10/30	1	1	1	\$500.00	
	89	W	1135P-1235A	TONITE SHW-NBC<	:30	\$500.00	10/31-10/31	1	1	1	\$500.00	
	90	TH	1135P-1235A	TONITE SHW-NBC<	:30	\$500.00	11/01-11/01	1	1	1	\$500.00	
	91	F	1135P-1235A	TONITE SHW-NBC<	:30	\$500.00	11/02-11/02	1	1	1	\$500.00	
	92	M	1135P-1235A	TONITE SHW-NBC<	:30	\$500.00	11/05-11/05	1	1	1	\$500.00	
	93	SA	1130P-1A	SAT NITE LIVE	:30	\$800.00	11/03-11/03	1	1	1	\$800.00	

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	94	M	1235A-135A	JIMMY FALLON	:30	\$150.00	11/05-11/05	1	1	1	\$150.00	
	95	SU	12A-1A	LEVERAGE	:30	\$175.00	11/04-11/04	1	1	1	\$175.00	

--REPORT TOTALS--
Report Totals: 61 / \$37,925.00

--SALES MONTHLY TOTALS--

Nov 12: 61 / \$37,925.00
Sales Totals: 61 / \$37,925.00
Station Totals: 61 / \$37,925.00
Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--	Market Totals	\$135,446	CATV 0%	WAVY 28%	WGNT 0%	WPXV 0%	WTKR 42%
			WTVZ 1%	WVBT 5%	WVEC 24%		

--COMPETITIVE COMMENTS--
COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

-- CREDIT RISK ---
CASH IN ADVANCE